

Try Tropic Nut Margarine 30c a pound (adv.) Richards Market.  
 Try Tropic Nut Margarine 30c a pound (adv.) Richards Market.



---it's mighty satisfactory to know

---that there IS a store

---where every purchase is backed with a "Satisfaction or your money back" guarantee.

---every S. & B. Suit MUST make good.

---remember that, this Fall.

**S. & B. Co.**  
 SYKES & BROADBENT

## PRICES IN LONDON TAKE SHARP DECLINE

Newly Rich Stop Wild Orgy of Buying Which Held Prices Up.

**FOODSTUFFS DOWN**  
 This Summer's Sales Are Sources of Many Real Bargains.

By CHARLES McCANN  
 (United Press Staff Correspondent)  
 LONDON, July 27. (by mail.)—July "sales" in London prove that production has caught up with demand in a great many essentials.

For four years the July "sales" were mere pretenses. But this year the careful purchaser has been able to obtain real bargains. The store-keepers for some time past have been coming to the realization that they must attract customers. At one time they let their customers feel that they were doing them a real favor by serving them at all. Competition was at a standstill and prices continued to soar.

The wild orgy of spending which was indulged in by the new rich is beginning to wane. People are learning the wisdom of doing without those non-essentials which they consider too expensive, and this year the store-keeper has "felt the draught."

**Exchange Brings Prices Down.**

In addition, the improved rate of exchange between Great Britain and America, has brought prices down considerably. This is especially noticeable in women's wear. Chinese and Japanese silks are greatly down. Silk stockings have tumbled 30 per cent.

Imported meat is very cheap, and in some parts of London is being offered at 8 cents a pound.

In Northampton there are warehouses full of boots awaiting purchasers.

Last year women almost went on bended knee to their dress-makers, begging them to accept their orders. This year the dressmakers are doing the soliciting.

Hotel managers everywhere complain that "People are not spending as they did last year." This is noticeable not only among their British patrons but the Americans, too. There is no tendency among the latter to pay "fancy prices" for anything, and the would-be profiteer is disappointed. His

### Demand a Receipt.

As a member of the Audit Bureau of Circulation, The Columbia Evening Missourian is required to submit to the auditor the stubs of all receipts issued for paid subscription.

The cooperation of our subscribers is necessary to enable us to comply with this requirement. Demand a receipt for any money paid to our representatives.

A receipt protects you and it helps us keep our records straight.

American victim doesn't intend to be a victim at all.

"How much did you say?" he asks. "O, that's far too much. I'll wait until it gets cheaper." And he goes away leaving the chagrined salesman wishing he had asked a fairer price.

The Englishman has resigned himself to the fact that prices of certain commodities are bound to remain higher than in pre-war days. Great increases in miner's wages have permanently raised the price of coal, which in its turn affects the prices of all manufactured articles.

"That," said an Englishman discussing the topic, "seems quite reasonable. After all the miners are getting better living conditions—and they deserve them!"

But on one thing the Englishman has made up his mind. The plain, unadorned profiteer isn't going to get better living conditions at his expense. When the intending purchaser is confronted with exorbitant prices he puts his money back into his pocket; with the result that this season's "sales" have produced some real bargains and the position of salesman and purchaser is gradually returning to that of pre-war "Tempter and Tempted."

### THE WEATHER—Unsettled.

For Columbia and vicinity: Showers expected but generally fair weather tonight and Thursday; cooler tonight. For Missouri: Unsettled but mostly fair tonight and Thursday; somewhat cooler tonight.

**Weather Conditions.**  
 Overcast skies have prevailed in the central valleys and plains states. Moderate rains have fallen throughout the Missouri Valley, and moderate to heavy rains in parts of Kansas, Oklahoma, and Texas. In the remainder of the country there have been scattered showers but fair weather prevailed as a rule.

Temperatures are moderate in central and southern sections, and they approximate the early autumn type in the Northwest.

The Missouri roads are slippery but no impassable places have been reported to this office.

There will be more or less cloudiness during the next 24 hours but more rain is unlikely. Thursday and Friday will be generally fair and cool.

**Local Data.**  
 The highest temperature in Columbia yesterday was 80; and the lowest last night was 66. Precipitation 0.24. A year ago yesterday the highest temperature was 75 and the lowest was 53. Precipitation 0.00. Sun rose today 5:29 a. m. Sun sets 6:40 p. m. Moon rises 8:15 p. m.

Ninth and Broadway 3 p. m.  
 "Hello Mary, When did you get back to town?"

"I came back before the rush."

"My, isn't this rainy old weather?"

"Yes, it looks good to see all the students back again, by the way, have you tried Tropic Nut Margarine, it sure is fine and only 30c a pound at Richards' Market. Come over and see me some time." (adv.)

**Students Return From Conference.**

Pamela Shackelford, Allene Smith, Anna Payne, Mary Foster Payne, Mary Katherine Hanna, Leta Fairbairn and Maude Gwinn have returned from the Rocky Mountain Student Conference at Estes Park, Colo. Miss Mary Foster Payne has gone to Muskogee, Oklahoma where she will teach in the high school.

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## Greetings Students

To new and old students we extend a cordial invitation to visit us. We strive to give you the best of service. Come in and see us.

## Tiger Barber Shop

910 Broadway

A business education is a valuable asset. The place to get it

**ROSENTHAL SCHOOL OF COMMERCE**

Guitar Bldg. Columbia, Mo.

Phones 1095—1012 Black

Office hours daily until Sept. 7, from 1 to 3 o'clock

## CHRISTIAN COLLEGE NATATORIUM

Open to the Public and University Students

### Schedule

Afternoon, 2—5:30 Evening, 7—9

MONDAY	Women	Men and Boys
TUESDAY	Men and Boys	Party Night
WEDNESDAY	Women	Men and Boys
THURSDAY	Men and Boys	Party Night
FRIDAY	Women	Men and Boys
SATURDAY	Men and Boys	Party Night

Private Parties any Night after 9. Phone 44-Green

The CO-OP is the store the students (YOU) own

## Knock the H Out of H. C. L.

Trade At the CO-OP  
 It Is Your Store

### Truly a Students' Store

The CO-OP is absolutely a student store, owned by them, located conveniently for them in Academic Hall managed by them through their board of directors, elected by the students—by YOU. It is YOUR store and its sole purpose is to help students save money.

The Profits Go to YOU

### CO-OP Clerks Are Students

CO-OP clerks are students. They want to serve YOU. It is a part of their training to know supply requirements of different departments of the University. Let the CO-OP clerks answer your questions—they know for they are students who are working their way.

The Profits Go to YOU

## The Profits Are Returned---In Cash

Save your slips—they're valuable. Purchase slips can be turned in at any time for 5% on further purchases, or can be kept until the end of the school year and turned in for cash profits. Slips must be turned in by April 23, the end of the school year.

### Some CO-OP Service Features

A United States Postoffice Substation is located here in the CO-OP—Parcel Post, Money Orders, Registered Letters, and stamp service. If your fountain pen runs dry unexpectedly, drop in and you will always find the best of ink in the big ink well. There is a telephone on the wall back of the East door especially for your use.

**The CO-OP**  
 In Basement Academic Hall

## THE DUGOUT

The management of the PALMS have secured two rooms just east of the main entrance and are opening a short order counter for the better service of their customers.

The DUGOUT will serve a special plate lunch and is equipped with excellent delicatessen service.

--- LOOK FOR THE SIGN ---

If you are in a hurry come to the DUGOUT. We are in a hurry too.

## THE DUGOUT

One door east of the Palms.

## SCHOOL BOOKS

### SCOTTS BOOK SHOP

920 Broadway

Columbia, Missouri

We now have a complete line of School Books and School Supplies. Call early and save the rush. We will take your old books in exchange, and sell your second-hand books cheap. We have books for both the High School and Grade schools.

### SCOTTS BOOK SHOP

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